



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

La Belle Etoile Advertising and Marketing Program

Côte d' Azur | **Sotheby's**
INTERNATIONAL REALTY

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PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure La Belle Etoile

SKY Advertising is excited to present to Cote d'Azur Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to La Belle Etoile.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in French Riviera, France.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

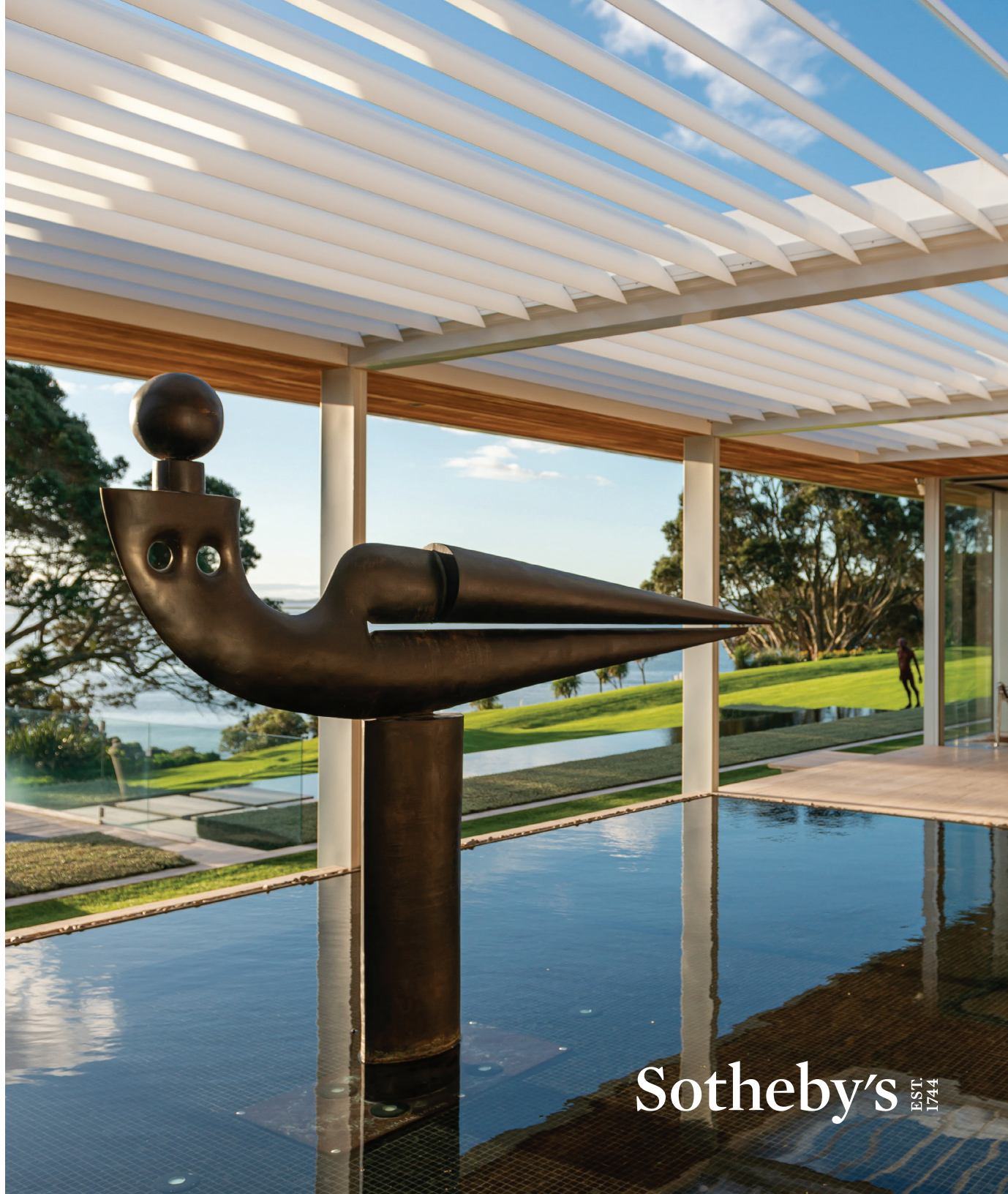
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **35,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

ADVERTORIAL - 2 PAGE: \$10,500
 ADVERTORIAL - 4 PAGE: \$18,800
 FULL PAGE: \$5,260
 HALF PAGE: \$2,630
 QUARTER PAGE: \$1,315
Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 512.453.8800
 Property # 1230123
 Agent: Jennifer Smith
 International Realty
 Broker: Sotheby's International Realty
 Email: jsmith@sothebysrealty.com
 \$50,000,000.00

Nothing Compares to what's best.
 Explore our exclusive collection of inspiring homes.

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own a piece of New York City's most iconic real estate. Don't miss this chance to own a piece of history. Call your agent today for more information.

New York, New York
 \$2,400,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 212.510.7700
 212.510.7700

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence is a true masterpiece of modern architecture. Don't miss this chance to own a piece of history. Call your agent today for more information.

New York, New York
 \$2,000,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 212.510.7700
 212.510.7700

Four Seasons Private Residences
 This stunning 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. Don't miss this chance to own a piece of history. Call your agent today for more information.

New York, New York
 \$1,500,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Sotheby's International Realty
 212.510.7700
 212.510.7700

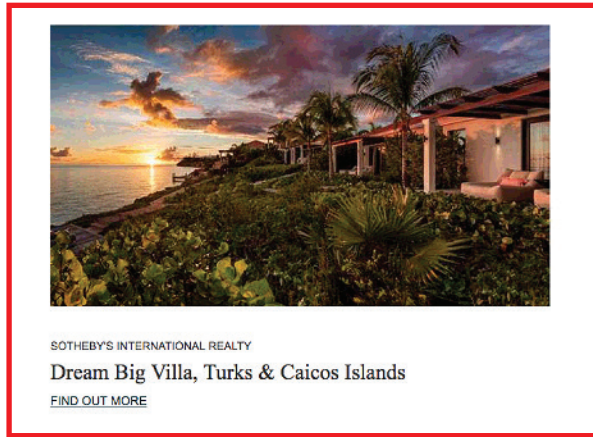
50

DIGITAL

SOTHEBY'S BESPOKE EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients

PRICE: \$2,500/DEPLOYMENT




DIGITAL

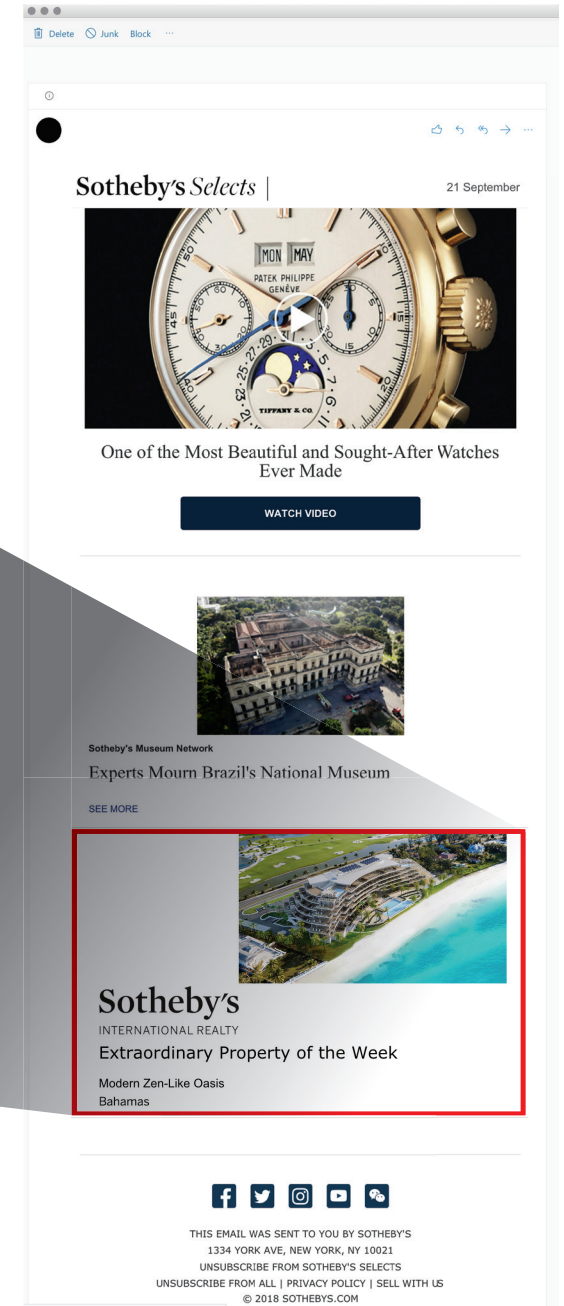
SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 370,000+ recipients
- 34% average open rate


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)




Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

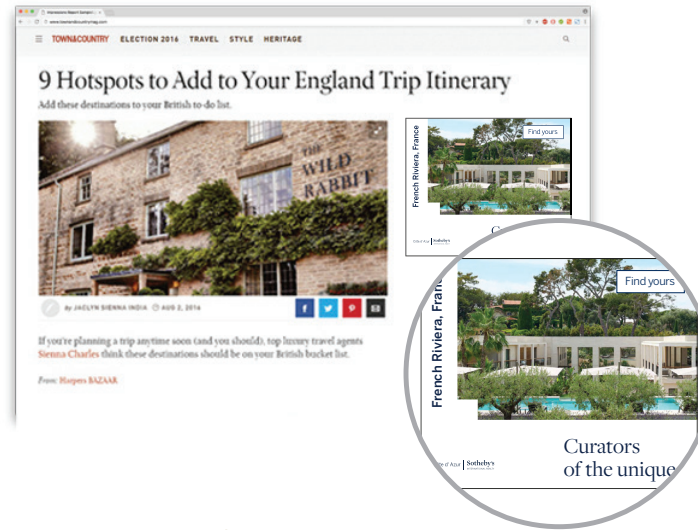
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **La Belle Etoile**
- Flight Dates: **April 2025 - June 2025**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



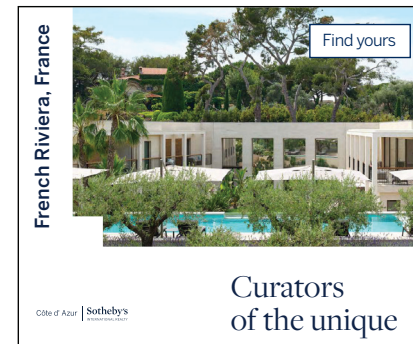
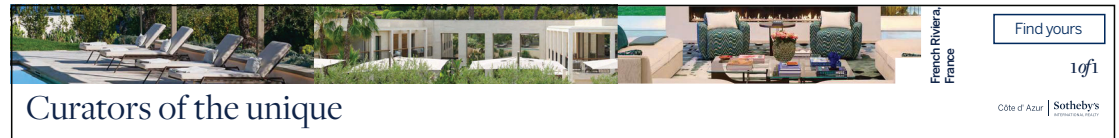
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

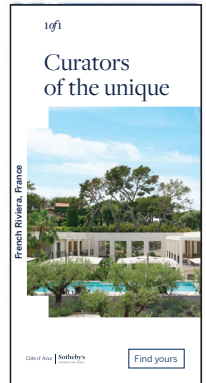
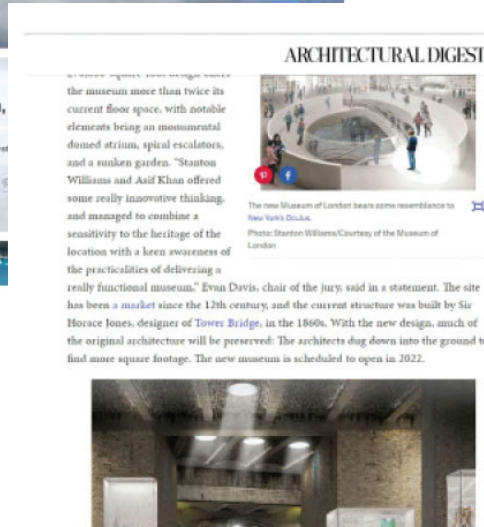
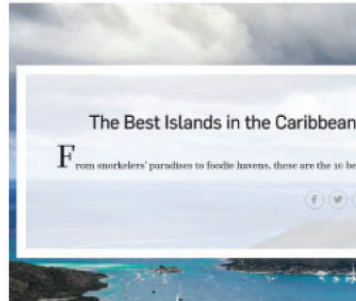
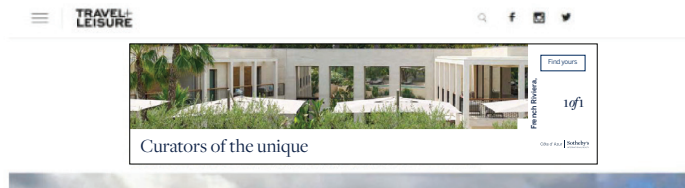
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

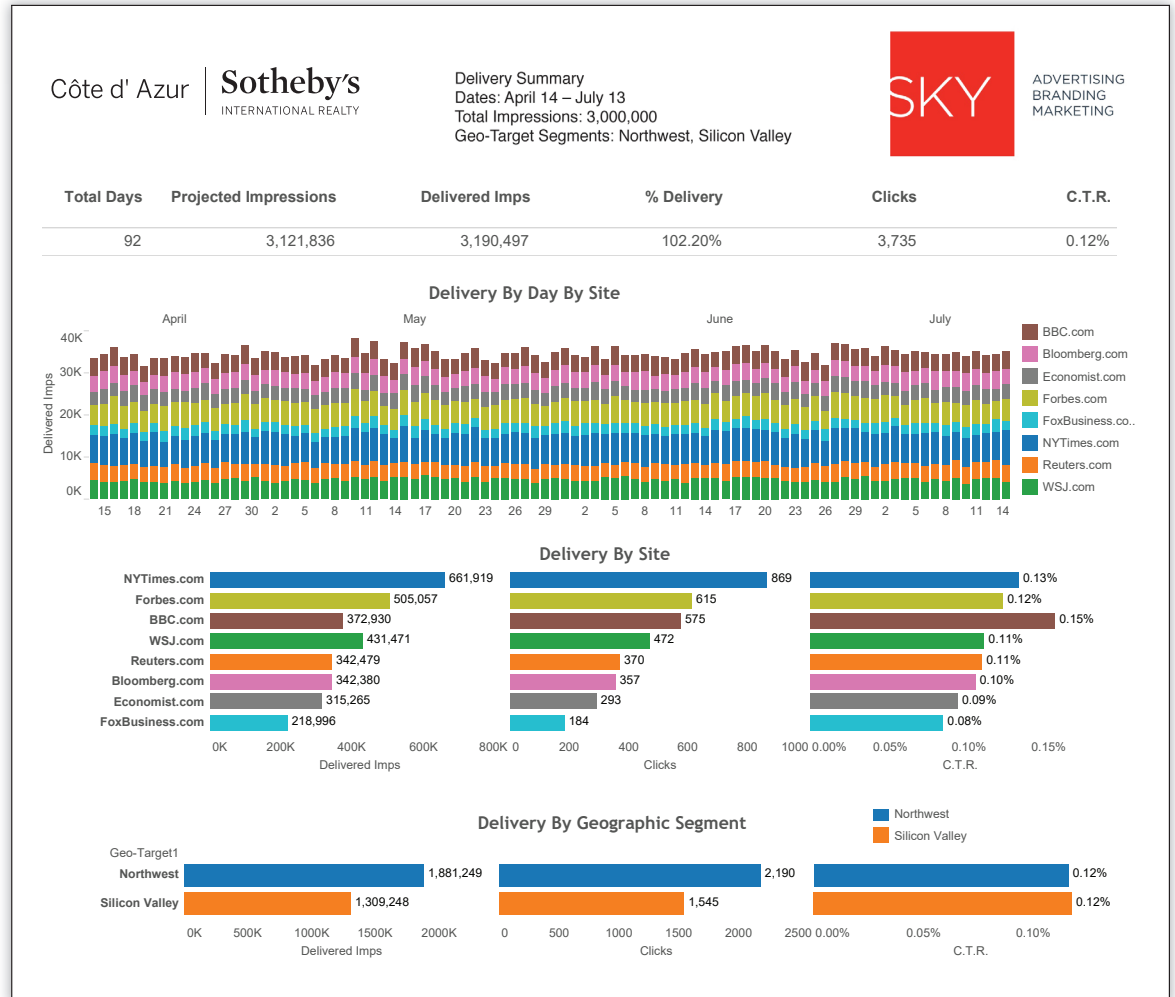


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

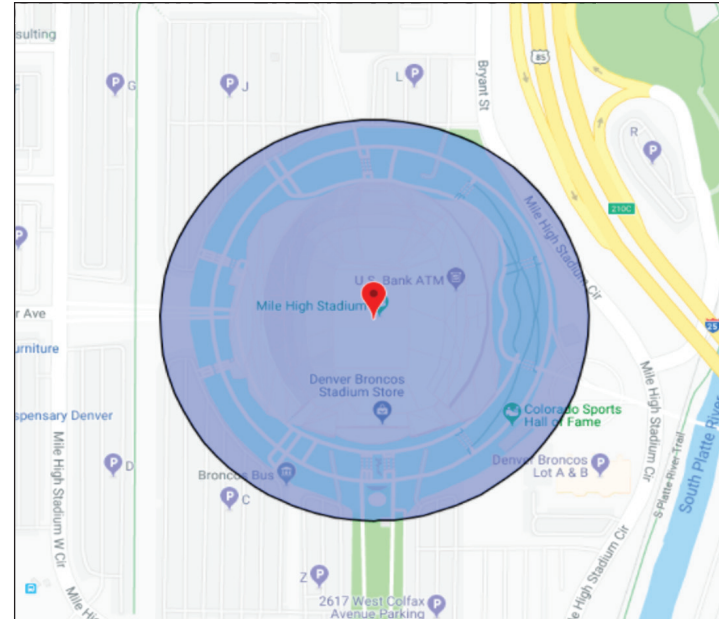
IMPRESSIONS PROGRAM SAMPLE REPORT



Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

PRICING

- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

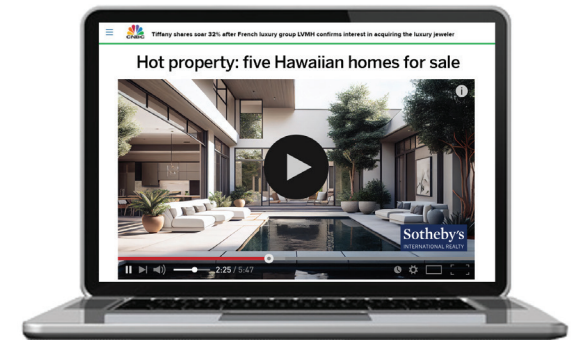


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

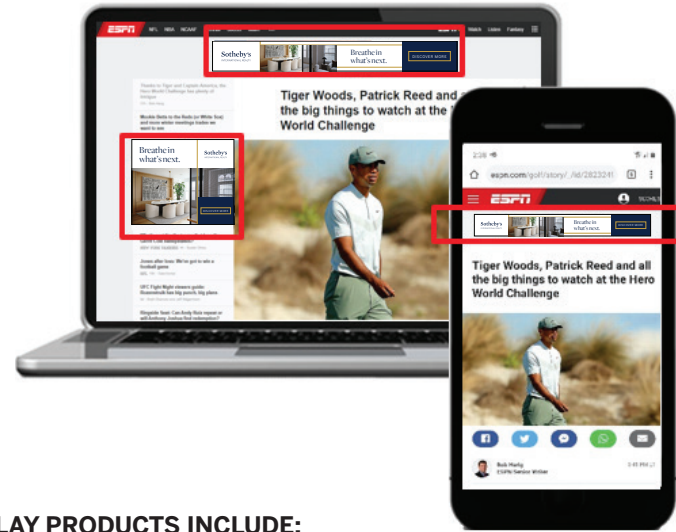
And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH
50,000 Impressions

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences-target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

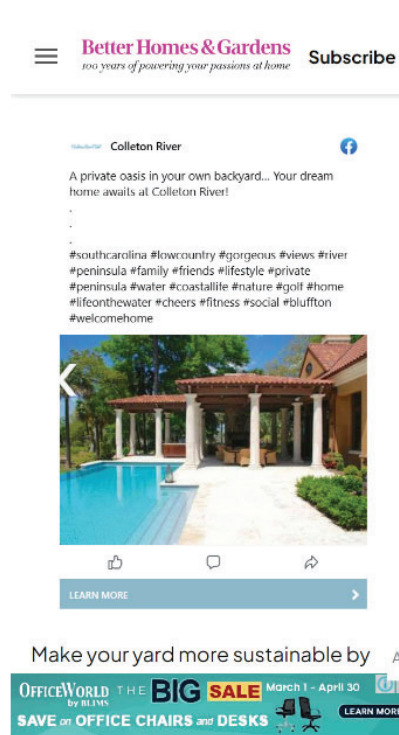
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

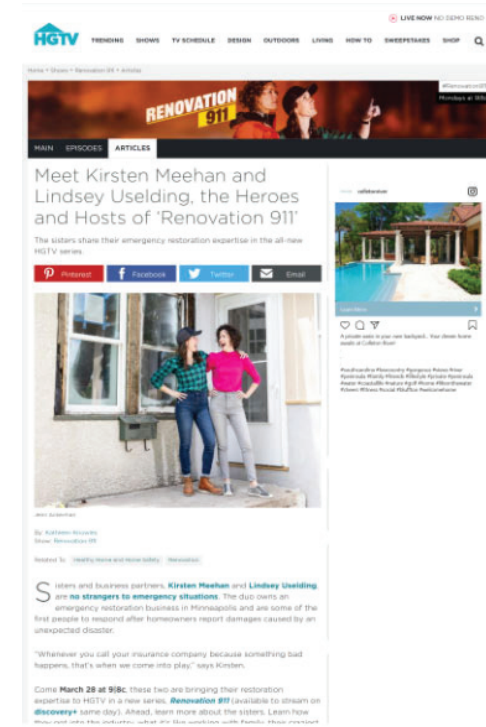
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 Impressions

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

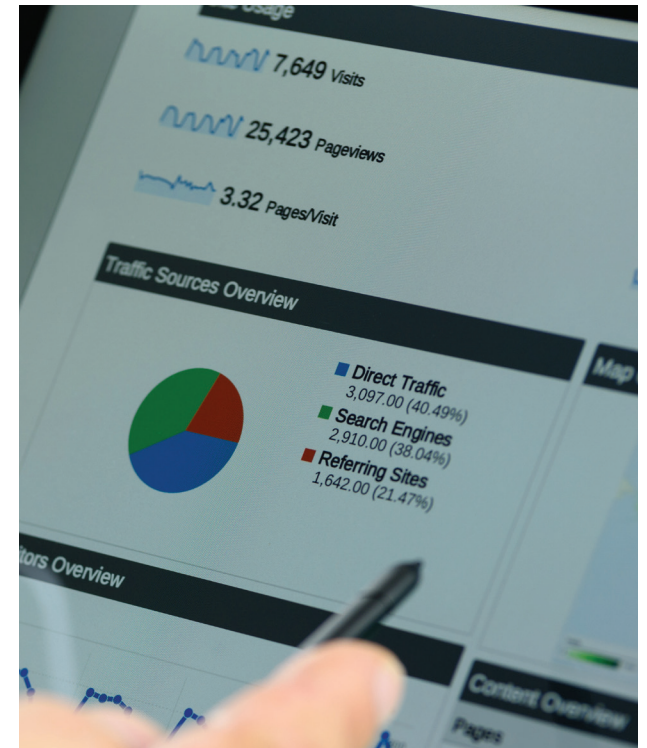


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

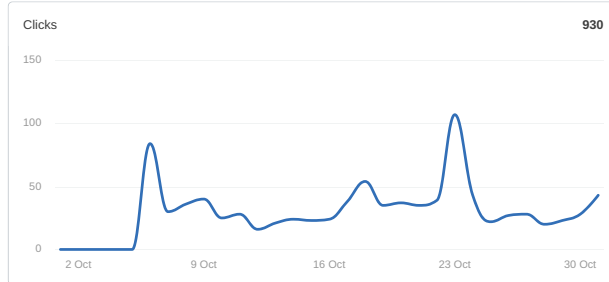
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR Cote d'Azur

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

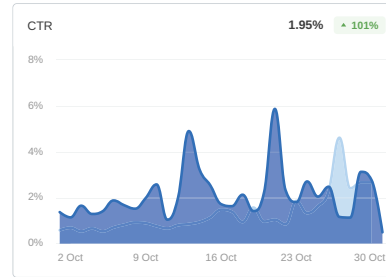
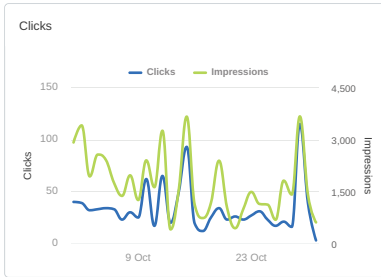
MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR Cote d'Azur

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

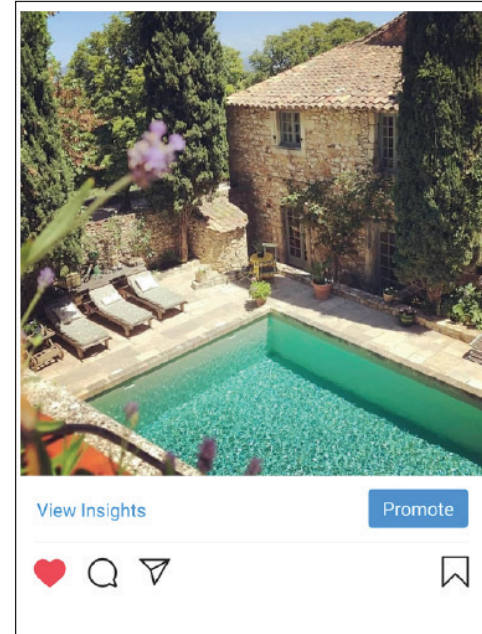
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

Conde Nast UK

INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 263K followers.

INSTAGRAM POST: \$2,750



DIGITAL

Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

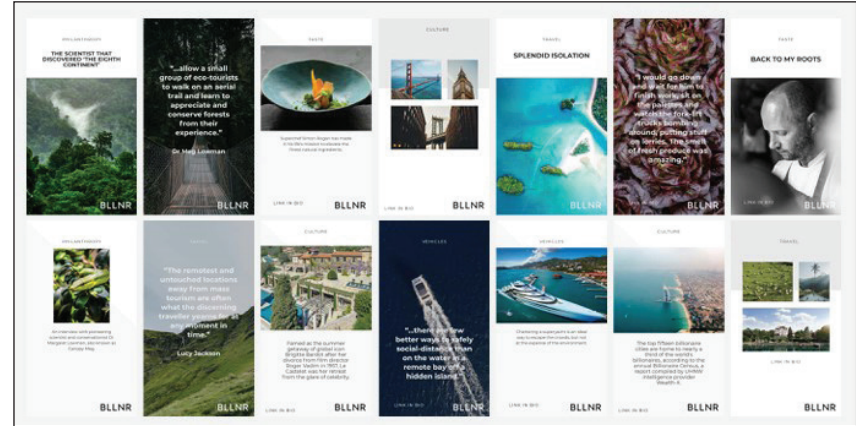
1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:
PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:
PRICE: \$6,000



PRODUCT (ONLINE) PORTFOLIO

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



DIGITAL

Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- New York
- California
- Connecticut
- Florida
- Texas
- Virginia
- New jersey
- Illinois
- Massachusetts
- Pennsylvania

DAILY DEEDS

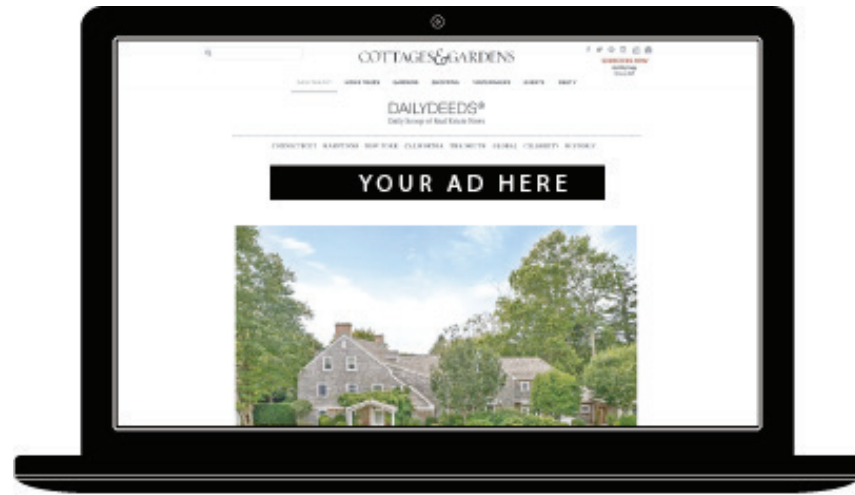
E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH

INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS

BANNERS

ROS DISPLAY: \$2,250/MONTH
300,000 Impressions



Floral Gift Ideas for Mother's Day

Even if she's not a gardener, chances are that every mother favors flowers.



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

With an eye for both style and function, California Closets provides innovative custom storage systems for all areas of the home. Our expert design consultants will guide you through every step of the California Closets process. Find yourself at home with California Closets.

C&G STORIES

CONTENT DEVELOPMENT: \$5,295

SPOTLIGHT + PROPERTY OF NOTE

ROTATING GALLERY: \$2,950

DIGITAL

Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

WEEKLY E-NEWSLETTER

Published Wednesdays & Saturdays

Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,950

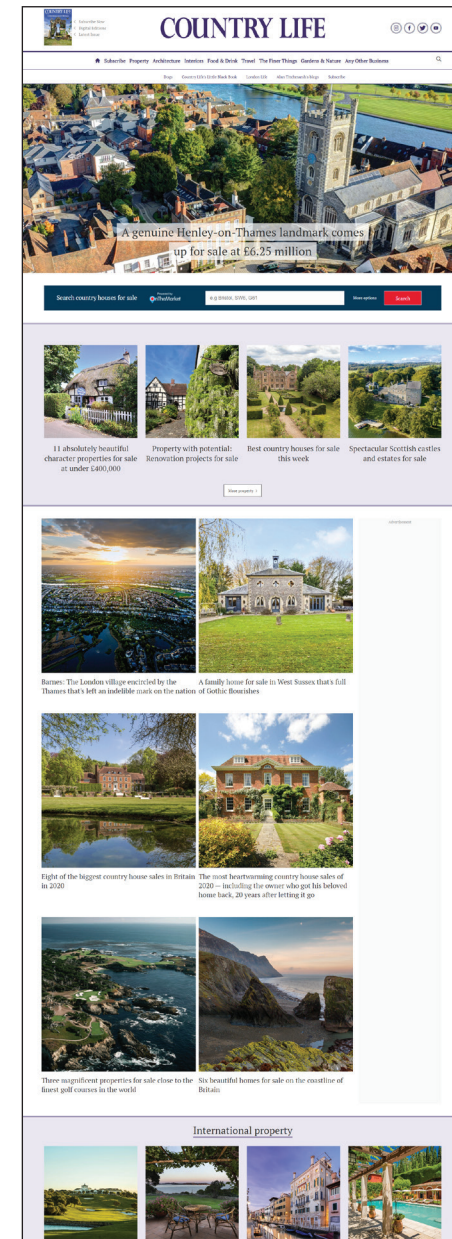
SOCIAL

Target the Country Life audience by categorizing them, along with geo-targeting. Sectors such as: high net worth, age demographic, country pursuits, saving and investments, super high net worth are examples of segments that can be targeted. A program can run across Country Life, Decanter, The Field and maybe even Horse & Hound, which has a similar audience to Country Life.

VIDEO/IMAGE SOCIAL POST: \$3,665

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



DIGITAL

Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

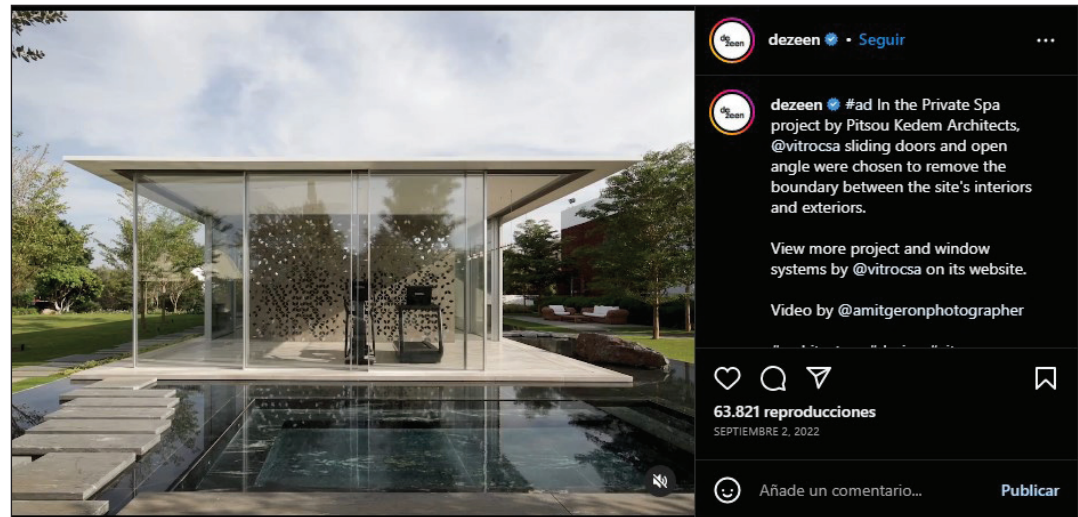
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$9,000

INSTAGRAM TARGETED POST: \$4,000



Elite Traveler

EliteTraveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

E-MAIL MARKETING

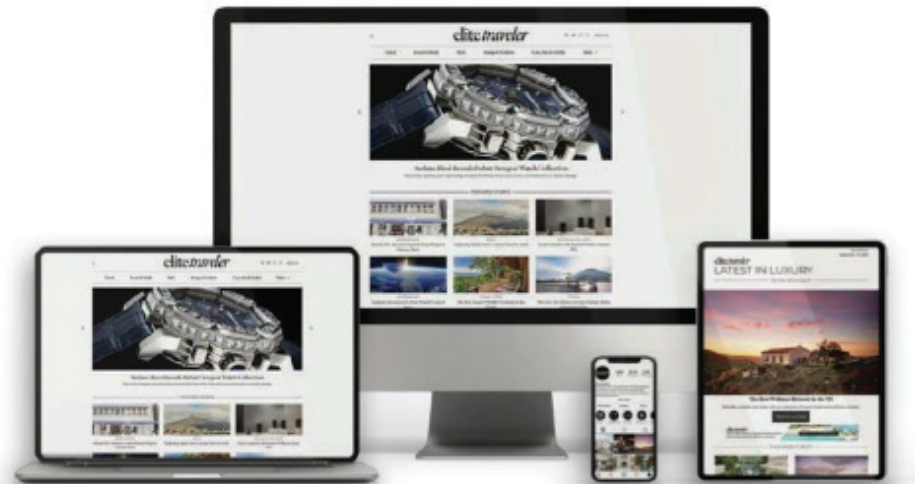
Promote sponsored content in a dedicated email. Sent directly to Elite Traveler's private jet audience

Elite Traveler audience

- Average Age **45**
- Male/Female **69/31**
- Average HHI **\$7.9m**
- Average Net Worth **\$32M**
- C-Suite position **24%**
- Reader-per-copy **5-3**
- Total Brand Readership **557,000**

DEDICATED EBLAST: \$6,000 PER WEEK

No Charge with print placement



Elite Traveler

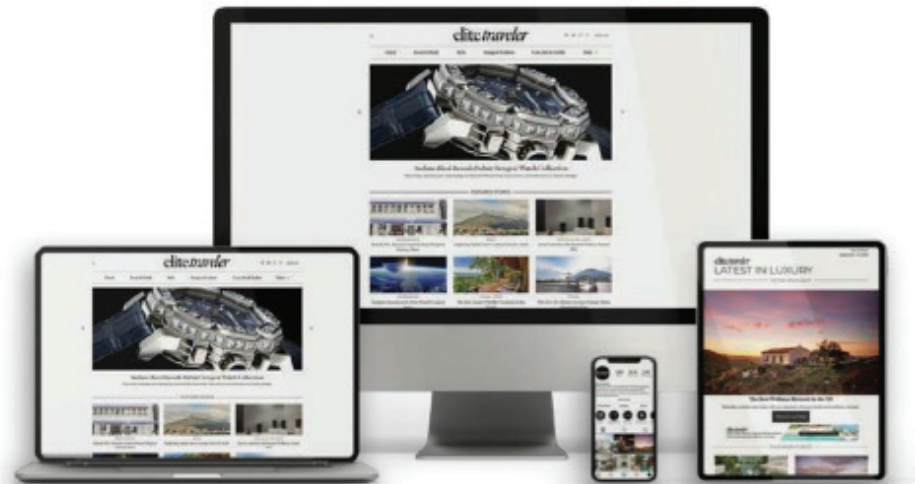
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



jamesedition.com

E-NEWSLETTER

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

- **600,000+** subscribers.

Have your listing matched to relevant editorial for native content appeal.

Location Open Rates

- North America – **40%**
- Europe – **40%**
- Asia – **10%**
- Middle East – **5%**

Email Engagement

- Average open rate: **32%**
- Average total click rate: **7%** (10-15% top position, 3-5% middle position)

LISTING FEATURE: \$1,500

jamesedition.com

ROTATING GALLERY

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

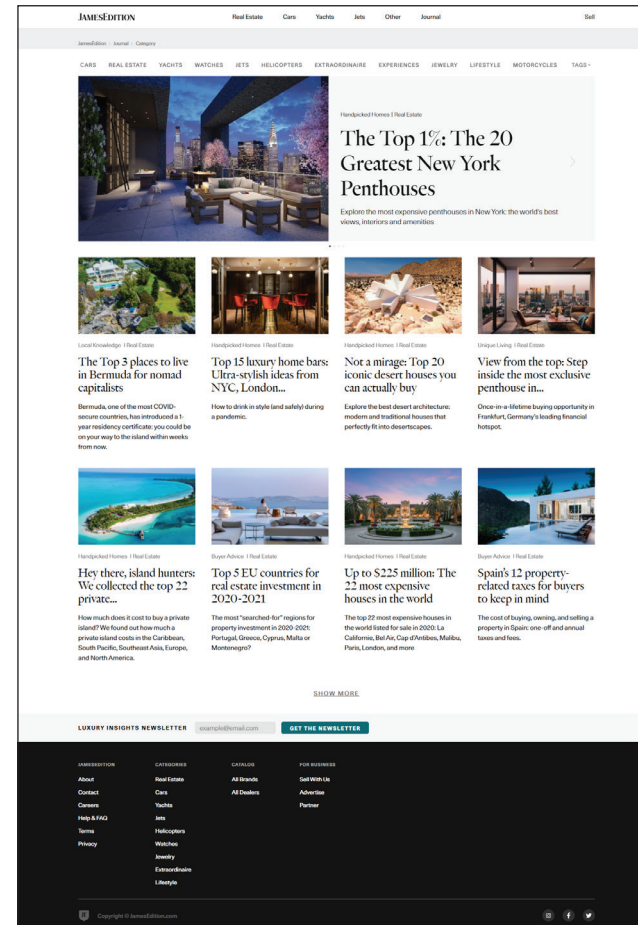
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

\$5,500 NEWSLETTER FIRST FEATURE & ARTICLE
\$3,300 NEWSLETTER TRENDING & ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

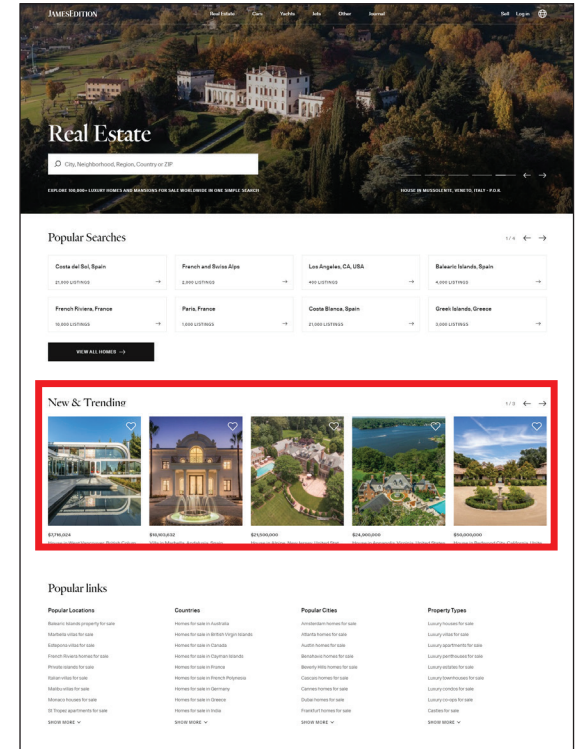
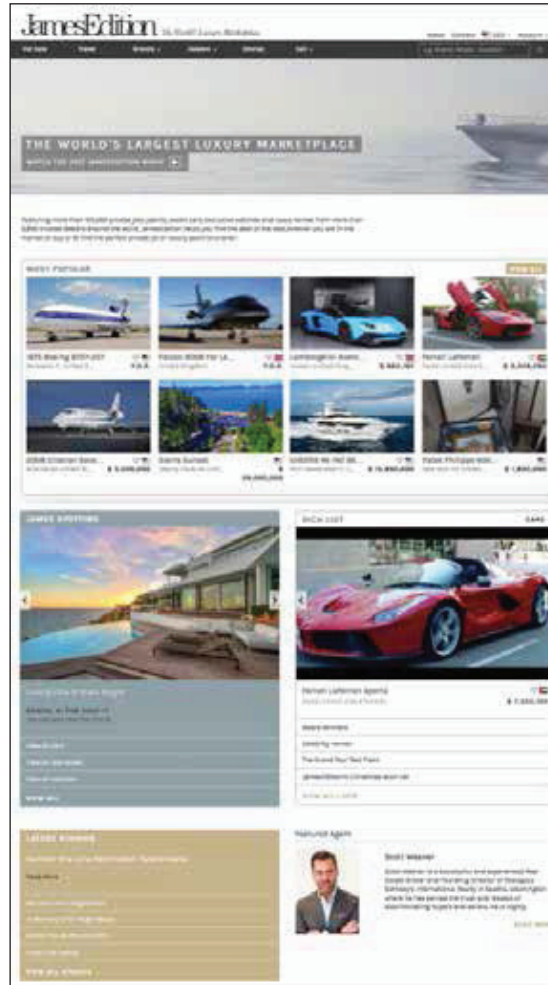
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION
FEATURED SPOT: \$1,200

REAL ESTATE POSITION
FEATURED SPOT: \$1,000



jamesedition.com

SOCIAL MEDIA POST

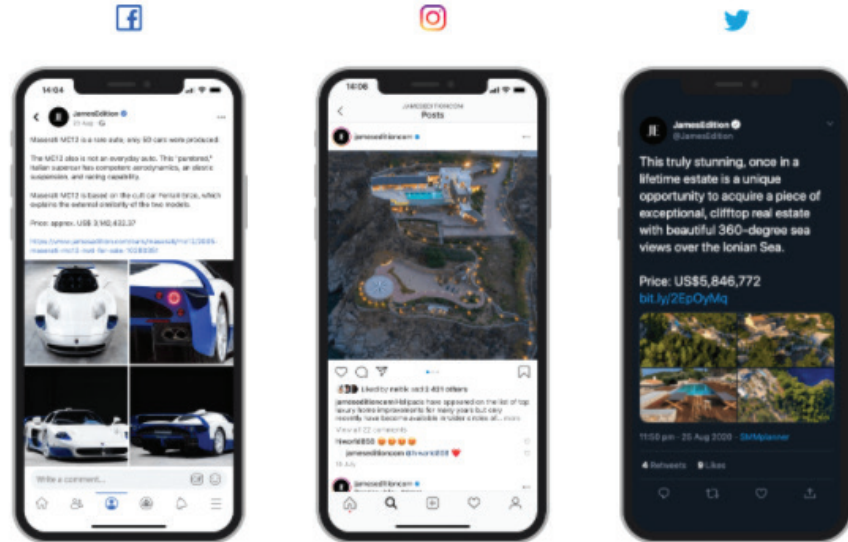
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

DIGITAL

LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,125/DEPLOYMENT

Los Angeles Times

Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

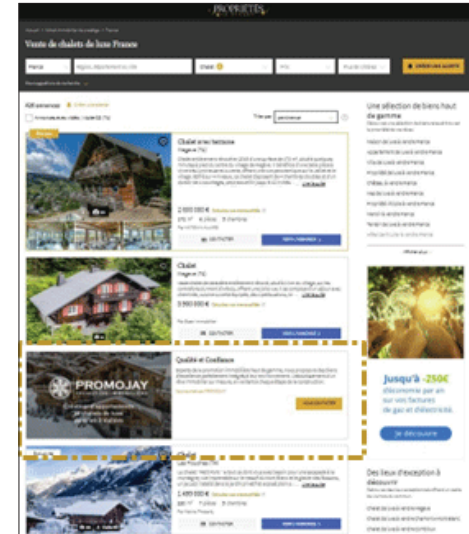
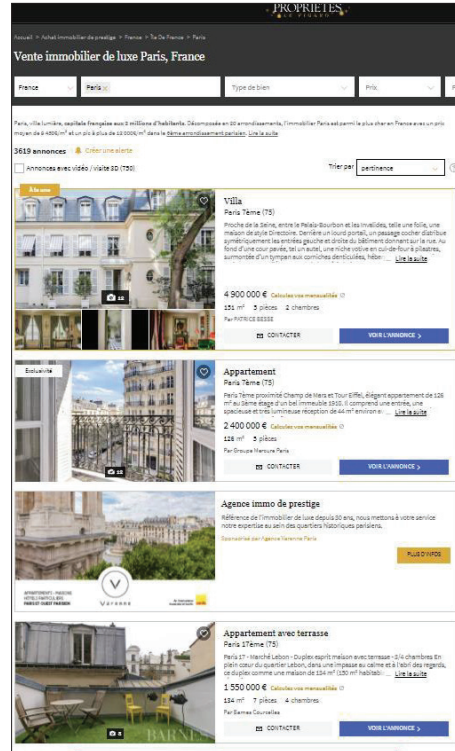
PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

WEB ADVERTORIAL + AD CAMPAIGN

Article, Sponsored Social Posts, email, native campaign

FEATURED CITY: \$4,850



Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 32% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH



OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

PRICE AND SPECS

- **DISPLAY AD:** \$500 per 300 x 250 block area link
- **FEATURED AD:** \$700 per First position, Large Image, Headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, Headline (30 characters) + text (40 words) & two links

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

2022 RELEASE DATES

- Feb 16
- March 16
- April 20
- May 18
- June 22
- July 13
- Aug 17
- Sept 21
- Oct 19
- Nov 16

Limited inventory. Reservations are first come, deadline 1 week prior.

22,000 OPT-IN SUBSCRIBERS
19% OPEN RATE
15% CLICK THROUGH RATE

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well-designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750 PER WEEK



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$800

FACEBOOK: \$675

FACEBOOK/INSTAGRAM AD: \$1,400 PER MONTH

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANNUALLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Annualla today.

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS

RobbReport.com

REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

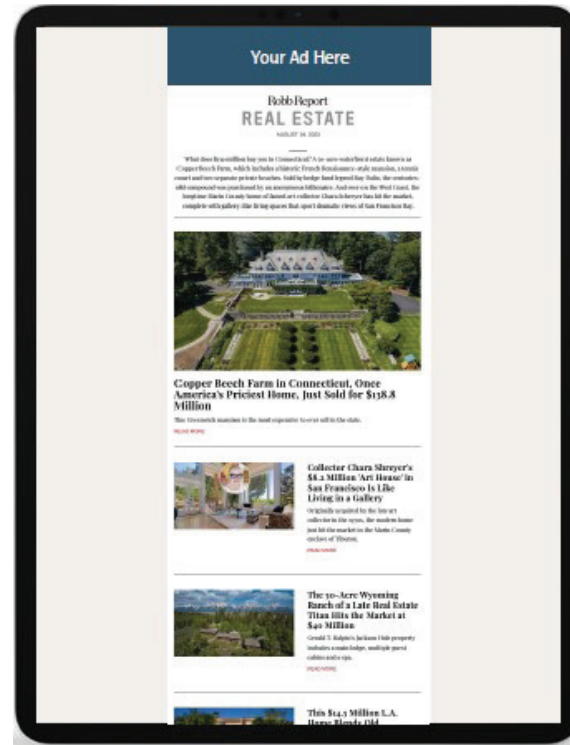
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250

NEWSLETTER: \$4,125/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



DIGITAL

RobbReport.com

TRAVEL ENEWSLETTER

- 115,000+ Subscribers

PRICE: \$7,000
WEEKLY ON TUESDAYS

RobbReport.com

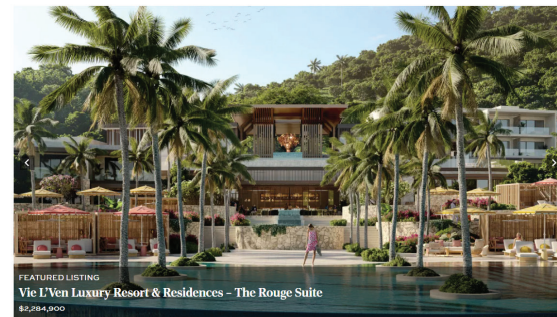
FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH

REAL ESTATE



Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION
A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David

CELEBRITY HOMES
Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 19,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman

ART & COLLECTIBLES
Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

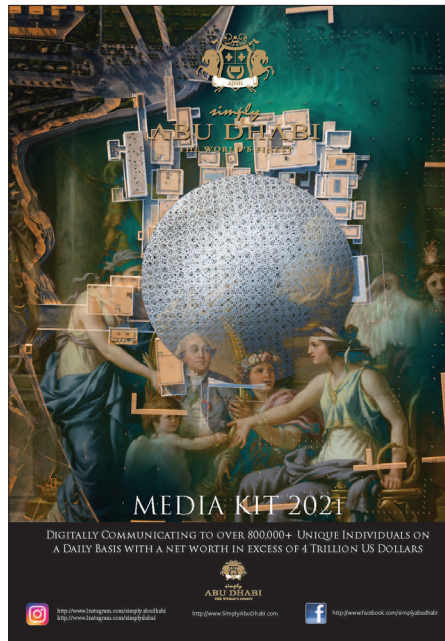
INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,350 PER POST

2 Post Minimum



DIGITAL

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL DAILY (M-F) NEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **19,765** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3960 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8518 McLean, Toronto, ON	\$12,000,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY


Architectural Digest @ArchDigest
Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by  AllChives 

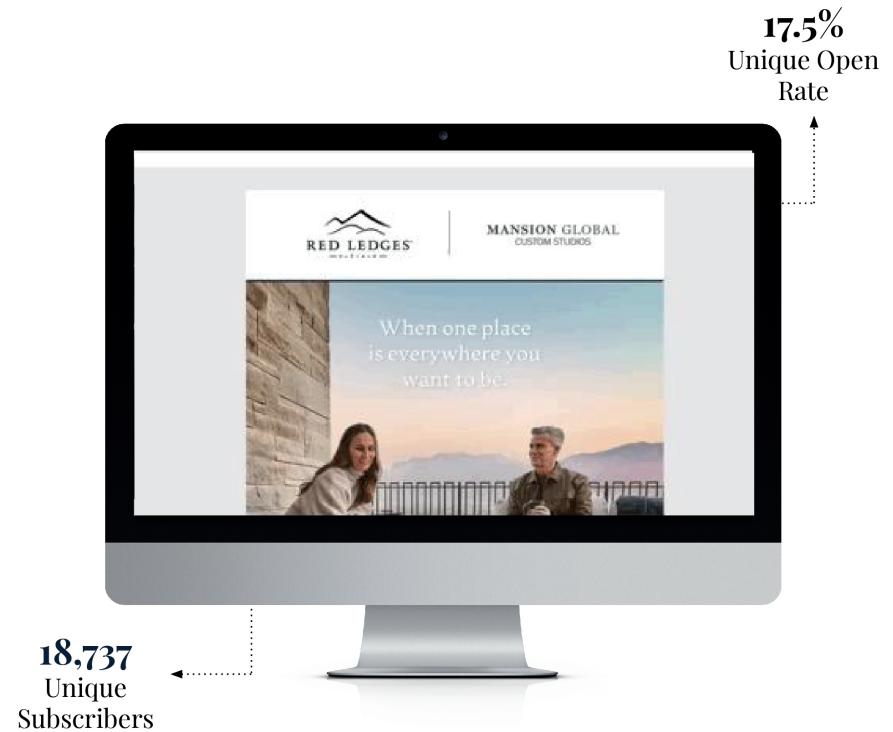
The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

- **9,765** Unique Subscribers
- **29.9%** Unique Open Rate

PRICE: \$6,000 EXCLUSIVE EMAIL



The Wall Street Journal Online (WSJ.com)

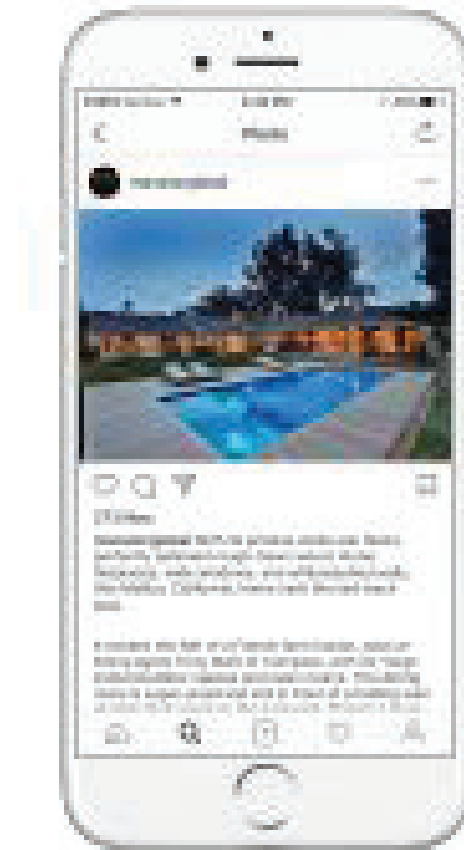
@MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

INSTAGRAM: \$2,000

INSTAGRAM + BOOST: \$7,000



Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750 NEWSLETTER



No Images? Click here

BOAT

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony III listed for sale with Fraser

[READ MORE](#)

Benetti Rutil E now for sale with Northrop & Johnson and Denison

[READ MORE](#)

C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company

[READ MORE](#)

\$1M price cut on 50 metre Trinity La Dea II with IYC

[READ MORE](#)

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

[READ MORE](#)

Lürssen's 130 metre+ Project Lightning pictured on sea trials

[READ MORE](#)

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

[READ MORE](#)

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resonating results than ever before.

- Circulation: **644,424**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

PROPERTY SPOT: \$795
 DOUBLE PROPERTY SPOT: \$1,590
 QUADRUPLE PROPERTY SPOT: \$3,180
 EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital - Featured Property Upgrade



Looking Up
In North Carolina, a single-story house that's 31 feet tall **M7**

Friday, November 1, 2024 | **MAN**

Going Once, Going Twice

More wealthy homeowners are turning to the auction market, but the results don't always live up to their lofty expectations



By Kenneth Cramer and E.R. Sorenson

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator.

At auction, the roughly 3,200-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it a few decades ago. "It was obviously a rapid mistake," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. And as a developer in luxury home sales, auction companies are pitching themselves to sell their assets a fraction of their asking price.

Amplified by the property being given their air television, or track on a major sale that happened previously, their neighborhood of elite sellers who aggressively priced their luxury homes often have been forced to repeatedly cut their asking price.

Please turn to page M5



TRIBECA PENTHOUSE
New York City

FIRST LISTED FOR \$12.2 MILLION
HIGHEST BID AT AUCTION \$5 MILLION

Room for Prayer, Without Leaving Home

Hindu owners drive demand for upscale pooja rooms with gold trim, oil lamps and custom art

By Susan Powers

IN THE DALLAS SUBURBS, Sanjeev Kulkarni lights an oil lamp in front of a wooden structure housing idols in his kitchen. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz countertop, the 41-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word pooja, sometimes spelled puja, refers to the devotional worship. A pooja room usually has an altar, mandala or table supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as Navratri, said Pankaj Chhabra, a consultant in Vedic Bhakti, a set of architectural-design principles based on Indian traditions.


As the population of Indian-Americans in the U.S. has grown, more interior designers, home builders and developers are specializing in accommodating the demand for pooja rooms.

Do-it-yourself pooja room decoration materials are popular on social media. A feature on Mindy Karasik's hit Netflix comedy "When Harry Met Lloyd" about a first-generation Indian-American teenager, "were scenes of prayer in front of the Vishwanath family's pooja area—an shrine filled with pictures and flowers on a gold-

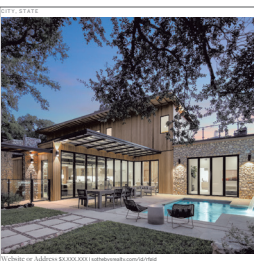
More U.S. builders and developers are accommodating demand for pooja rooms. Brenda Sardar says she's getting more interior-design inquiries after posting her pooja-room renovation projects on Instagram.

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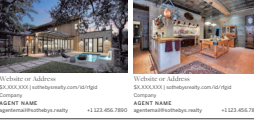
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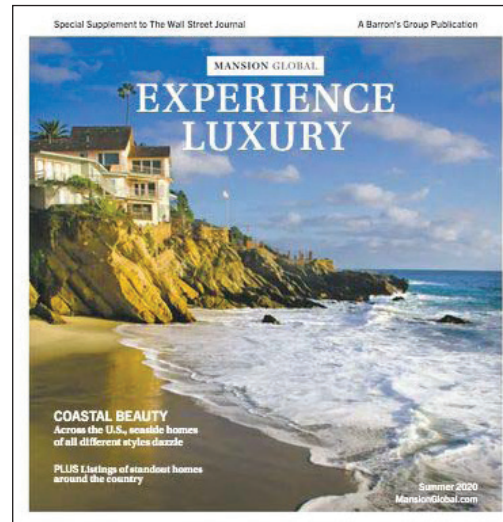
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

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- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:
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\$1,985/CUSTOM



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760
 DOUBLE PROPERTY SPOT, COLOR: \$1,520
 QUADRUPLE PROPERTY SPOT, COLOR: \$3,040
 EIGHT PROPERTY SPOT \$6,080



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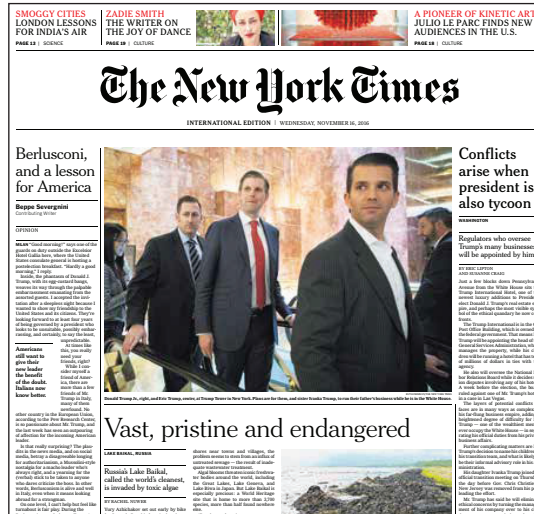
The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

QUADRUPLE PROPERTY SPOT: \$2,600
 DOUBLE PROPERTY SPOT: \$1,300
 PROPERTY SPOT: \$650

Global



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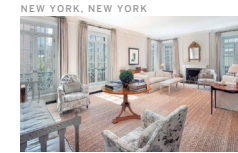
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- Circulation: **160,000**
- Distribution: **NYC Metro Area**

FULL PAGE, COLOR: \$750
 INSIDE FRONT COVER, COLOR: \$1,150
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 BACK COVER, COLOR: \$1,500

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72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.

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Sandbanks
Exuma, The Bahamas

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Sandbanks | Exuma
6 BR | 7.5 BA
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Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**
- Total Print Readership: **33,000**
- Total Digital Magazine Readership: **11,800**
- Readers have an average net-worth of **\$97 million**
- **238** Royal Families receive the magazine globally

FULL PAGE COLOR: \$8,125

Global



Boat International

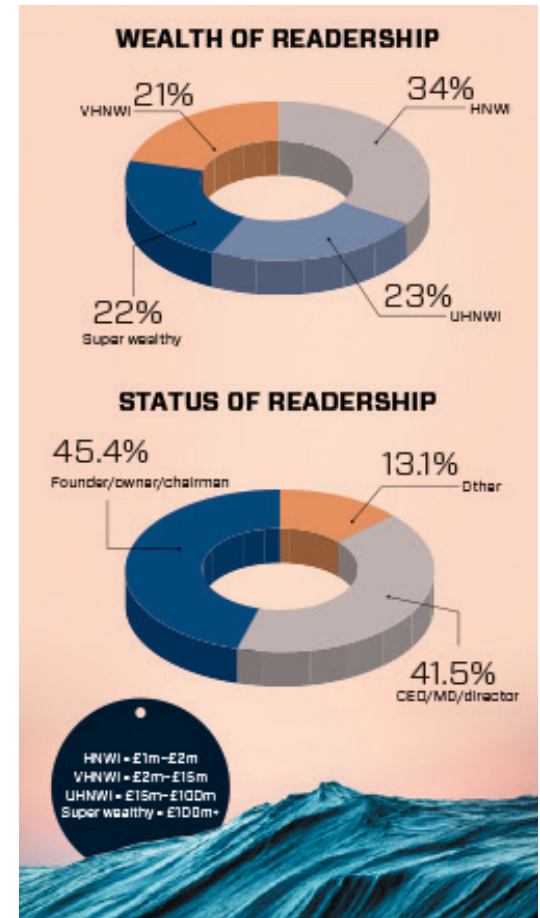
For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

FULL PAGE: \$4,650

FULL PAGE + E-NEWSLETTER: \$5,100



Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

HALF PAGE: \$2,000

FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

DOUBLE PAGE ADVERTORIAL: \$8,900

International Properties Edition



Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Circulation: **89,361**
- Average Age: **40**
- Male/Female Skew: **65% / 35%**
- Average HHI: **\$992,205**
- Average HHNW: **\$3.9M**

FULL PAGE ONLINE SHOWCASE LISTING: \$9,800

FULL PAGE: \$8,550

LUXURY HOMES FEATURE: STARTING AT \$4,500



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Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

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The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

PREMIUM PUBLISHING

OVERVIEW

Discover the ultimate luxury lifestyle with the newly redesigned duPont REGISTRY magazine. Featuring a sleek, modern design with dual covers—one for newsstands and an exclusive version for subscribers—the magazine offers a fresh format with dedicated sections for buying, driving, living, and selling.

Enhanced with premium materials for a more luxurious reading experience, each issue provides valuable insights for car enthusiasts and luxury lifestyle seekers. With targeted distribution to FBO's, millionaires, billionaires, luxury yacht owners, waterfront property owners, and wealth management groups, the magazine connects with a high-net-worth audience.

EDITORIAL FULL PAGE: \$3,000



Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
 DOUBLE PROPERTY SPOT, COLOR: \$1,500
 PROPERTY SPOT, COLOR: \$750

Global



Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

PRICE:
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\$3,000 FULL PAGE ADVERTORIAL

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Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660

INSIDE FRONT COVER: \$1,500

INSIDE BACK COVER: \$1,500

BACK COVER: \$1,600

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MALIBU CALIFORNIA

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

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\$4,900,000
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D. 202.882.2445

72 Post Road
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\$4,900,000

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Country Club, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom guest house, a country house, 100-year-old three-bedroom cottage, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIELGALE.COM/AGENT/DEBRA.RUSSELL

Debra Russell
Real Estate Salesperson
Spectacular Openness
\$4,900,000
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Water Mill, New York

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PRINT

Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$3,300,000**
- Geographic Breakdown: **US Coastal Areas – 29% Northeast, 35% Southeast, 28% West, 5% Southwest, 3% Midwest, Caribbean**

FULL PAGE E-NEWSLETTER SPOT: \$3,250

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com
\$18,500,000
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arthur.goodrich@sothebys.realty +1 415.735.8779

SEA ISLAND COUNTRY CHARM / PERFECT PALETTE ON A TEXAS BEACH

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
OCTOBER • NOVEMBER 2021

TOP COASTAL AREA

SECOND HOME STYLE IN NEW ENGLAND / EXCEPTIONAL WATER VIEWS IN VANCOUVER

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
JANUARY 2022


SUMMER place



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Coastal New England cottage

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PRINT

Private Air Luxury Homes Magazine

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.

DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

FULL PAGE: \$1,925

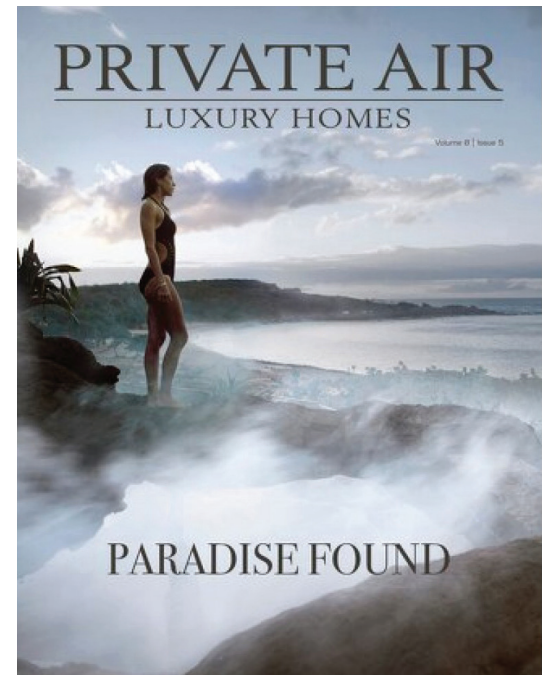
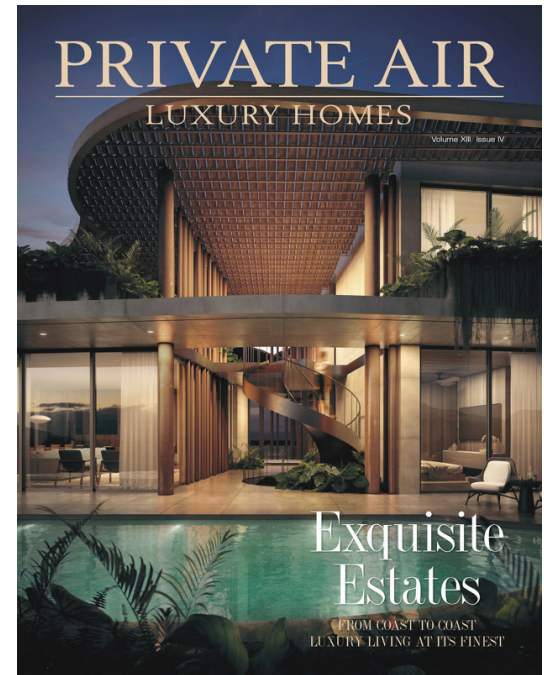
includes social media & E-Newsletter

FULL PAGE IN 3 ISSUES: \$1,550

**includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials**

FULL PAGE IN 6 ISSUES: \$1,450

**includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials**



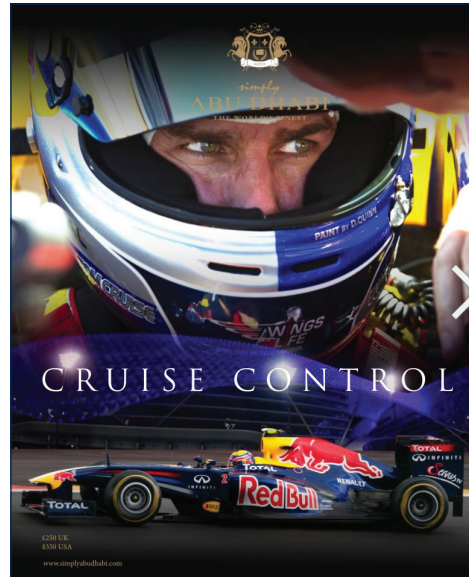
Simply Abu Dhabi

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. Simply Abu Dhabi, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

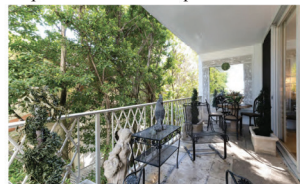
DOUBLE PAGE SPREAD + 2 INSTAGRAM POSTS: \$7,500
 DOUBLE PAGE SPREAD + 4 PAGE EDITORIAL FEATURE + 2
 INSTAGRAM POSTS: \$10,625
Print & Digital



Nothing compares to what's next

Exquisite Palm Beach Properties

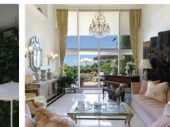
Presented by Sonja Stevens



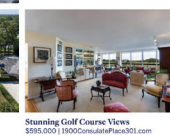
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Outstanding Properties

Presented by Andrew Thomka-Gazdik



The Plaza of The Palm Beaches T114G
 Stunning duplex townhouse with water views. Three bedrooms, three and half bathrooms. Extraordinary garden terrace perfect for entertaining. Located kitchen and baths and ready to move in. Lives like a house with all the amenities of a condo. Don't miss. Easy to show.
 Offered at \$3,500,000 | Plaza114G.com



2999 South Ocean Blvd
 A stunning two-acre direct oceanfront estate with 20,000 feet of ocean frontage. Over 11,000 total sq ft. Offered at \$350,000/Yearly
 2999NurtoOcean.com

Charming Home! On Cal de Sae
 \$995,000 | 3AlfordCourt.com

Stunning Golf Course Views
 \$955,000 | 1905CoveAtJaiPlaza301.com



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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1

Media	Ad Description	April	May	June	July	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Advertorial - 2 page		\$ 10,500.00			\$ 10,500.00	20,000
Sotheby's Magazine	Full Page		\$ 5,260.00			\$ 5,260.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	770,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select locations						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00		\$ 4,500.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	300,000
Display	Digital Banner Program	\$ 200.00	\$ 2,000.00	\$ 2,000.00		\$ 4,200.00	450,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	150,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
Billionaire							
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000
Conde Nast UK							
Conde Nast UK	Instagram Post	\$ 2,750.00				\$ 2,750.00	200,000
Cottages & Garden							
Instapartnership	Post and Stories takeover			\$ 1,950.00		\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00			\$ 5,000.00	60,000
C&G Stories	Content development	\$ 5,295.00				\$ 5,295.00	11,510,000
Country Life							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Country Life	Video/Image Social Post		\$ 3,665.00			\$ 3,665.00	10,000
Dezeen							
Instagram Grid Post		\$ 9,000.00				\$ 9,000.00	3,300,000
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Elite Dedicated E-blast	Dedicated E-blast	\$ 6,000.00			\$ 6,000.00	12,000
JamesEdition						
Main Home Page Rotating Gallery	Featured Banner			\$ 2,000.00	\$ 2,000.00	750,000
New & Trending Home Page Position	Featured Spot	\$ 1,200.00			\$ 1,200.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00			\$ 5,500.00	292,000
Social Media	Listing Feature		\$ 1,800.00		\$ 1,800.00	148,000
LA Times						
Custom Email	Custom Email	\$ 1,750.00			\$ 1,750.00	30,000
Le Figaro						
Web Advertorial + Ad Campaign	Article, Sponsored Social Posts, email, native campaign	\$ 4,850.00			\$ 4,850.00	
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$ 3,250.00	
Ocean Home						
Custom E-Mail	Custom E-Mail	\$ 2,750.00			\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad		\$ 1,400.00		\$ 1,400.00	43,400
Sponsored Content	Sponsored Content		\$ 3,000.00		\$ 3,000.00	38,199
Robbreport.com						
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 4,125.00		\$ 4,125.00	60,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00	\$ 1,875.00	6,000
Robbreport.com	Travel E-Newsletter		\$ 7,000.00		\$ 7,000.00	6,000
Simply Abu Dhabi						
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 4,050.00	76,800
WSJ.com						
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000
Mansion Global Custom E-mail				\$ 6,000.00	\$ 6,000.00	17,000
Mansion Global Instagram	Mansion Global Instagram	\$ 2,000.00			\$ 2,000.00	76,200
Yachting E-Newsletter						
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	76,800

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Billionaire Magazine												
Billionaire Magazine	Full Page							\$ 8,125.00	\$ 8,125.00	14,791		
Boat International												
US National issue	Full Page + E-Newsletter							\$ 5,100.00	\$ 5,100.00	25,600		
International issue	Full Page + E-Newsletter							\$ 5,100.00	\$ 5,100.00	12,925		
Country Life												
Country Life	Full Page							\$ 3,300.00	\$ 3,300.00	40,000		
Country Life	Full Page Advertorial							\$ 4,500.00	\$ 4,500.00	40,000		
Dupont Registry												
Dupont Registry	Editorial Full Page							\$ 3,000.00	\$ 3,000.00	50,000		
Elite Traveler												
Elite Traveler	Luxury Homes Feature							\$ 4,500.00	\$ 4,500.00	557,000		
Financial Times												
Financial Times	Quadruple Property Spot							\$ 3,000.00	\$ 3,000.00	210,457		
Financial Times	Double Property Spot							\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914	
The Los Angeles Times												
The Los Angeles Times	Takeover - Full Page							\$ 660.00	\$ 660.00	\$ 1,320.00	768,000	
Le Figaro												
Full Page Advertorial	Full Page Advertorial							\$ 3,000.00	\$ 3,000.00	50,000		
The New York Times												
The New York Times	Double Property Spot - Weekday/Saturday							\$ 1,520.00	\$ 1,520.00	423,111		
The New York Times Takeover	Full Page w/ Digital promotion							\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	495,000
The New York Times International Edition												
The New York Times International Edition	Quadruple Property Spot							\$ 2,600.00	\$ 2,600.00	104,301		
Ocean Home												
Ocean Home	Full Page E-Newsletter Spot							\$ 3,250.00	\$ 3,250.00	70,000		
Private Air Luxury Homes												
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)							\$ 1,925.00	\$ 1,925.00	65,000		
Simply Abu Dhabi												
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts							\$ 7,500.00	\$ 7,500.00	10,000		
The Wall Street Journal												
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade							\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848	
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade							\$ 3,180.00	\$ 3,180.00	644,424		
The Wall Street Journal												
Mansion Global Experience Luxury	Weekend Property insert							\$ 1,985.00	\$ 1,985.00	100,000		

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Billionaire Magazine					
Billionaire Magazine	Full Page		\$ 8,125.00	\$ 8,125.00	14,791
Boat International					
US National issue	Full Page + E-Newsletter		\$ 5,100.00	\$ 5,100.00	25,600
International issue	Full Page + E-Newsletter			\$ 5,100.00 \$ 5,100.00	12,925
Country Life					
Country Life	Full Page		\$ 3,300.00	\$ 3,300.00	40,000
Country Life	Full Page Advertorial	\$ 4,500.00		\$ 4,500.00	40,000
Dupont Registry					
Dupont Registry	Editorial Full Page	\$ 3,000.00		\$ 3,000.00	50,000
Elite Traveler					
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
Financial Times					
Financial Times	Quadruple Property Spot	\$ 3,000.00		\$ 3,000.00	210,457
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00 \$ 3,000.00	420,914
The Los Angeles Times					
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	\$ 1,320.00	768,000
Le Figaro					
Full Page Advertorial	Full Page Advertorial	\$ 3,000.00		\$ 3,000.00	50,000
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00 \$ 2,250.00	495,000
The New York Times International Edition					
The New York Times International Edition	Quadruple Property Spot	\$ 2,600.00		\$ 2,600.00	104,301
Ocean Home					
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00	70,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Ocean Home					
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00	70,000
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	65,000
Simply Abu Dhabi					
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00	\$ 7,500.00	10,000
The Wall Street Journal					
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00		\$ 3,180.00	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00	\$ 1,985.00	100,000
TOTAL				\$ 225,895.00	26,959,070

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2

Media	Ad Description	April	May	June	July	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Full Page		\$ 5,260.00			\$ 5,260.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	770,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Select locations						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00		\$ 4,500.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	300,000
Display	Digital Banner Program	\$ 200.00	\$ 2,000.00	\$ 2,000.00		\$ 4,200.00	450,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
Billionaire							
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000
Conde Nast UK							
Conde Nast UK	Instagram Post	\$ 2,750.00				\$ 2,750.00	200,000
Cottages & Garden							
Instapartnership	Post and Stories takeover			\$ 1,950.00		\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 5,000.00			\$ 5,000.00	60,000
Country Life							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Country Life	Video/Image Social Post		\$ 3,665.00			\$ 3,665.00	10,000
Dezeen							
Instagram Targeted Post			\$ 4,000.00			\$ 4,000.00	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast	\$ 6,000.00				\$ 6,000.00	12,000
JamesEdition							
Main Home Page Rotating Gallery	Featured Banner				\$ 2,000.00	\$ 2,000.00	750,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

New & Trending Home Page Position	Featured Spot		\$ 1,200.00		\$ 1,200.00
Featured Article and E-Newsletter promotion	Newsletter Top & Journal Article	\$ 5,500.00			\$ 5,500.00
Social Media	Listing Feature		\$ 1,800.00		\$ 1,800.00
LA Times					
Custom Email	Custom Email	\$ 1,750.00			\$ 1,750.00
Le Figaro					
Web Advertorial + Ad Campaign	Article, Sponsored Social Posts, email, native campaign	\$ 4,850.00			\$ 4,850.00
Luxury Estate					
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$ 3,250.00
Ocean Home					
Custom E-Mail	Custom E-Mail	\$ 2,750.00			\$ 2,750.00
Facebook/Instagram Ad	Facebook/Instagram Ad		\$ 1,400.00		\$ 1,400.00
Robbreport.com					
Robbreport.com	Featured Listing Carousel - 1 Property	\$ 1,350.00			\$ 1,350.00
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 4,125.00		\$ 4,125.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00	\$ 1,875.00
Simply Abu Dhabi					
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 4,050.00
WSJ.com					
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00
Mansion Global Instagram	Mansion Global Instagram	\$ 2,000.00			\$ 2,000.00
Yachting E-Newsletter					
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Billionaire Magazine						
Billionaire Magazine	Full Page		\$ 8,125.00		\$ 8,125.00	14,791
Boat International						
US National issue	Full Page + E-Newsletter		\$ 5,100.00		\$ 5,100.00	25,600
International issue	Full Page + E-Newsletter			\$ 5,100.00	\$ 5,100.00	12,925
Country Life						
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00	40,000
Country Life	Full Page Advertorial	\$ 4,500.00			\$ 4,500.00	40,000
Dupont Registry						
Dupont Registry	Editorial Full Page	\$ 3,000.00			\$ 3,000.00	35,000
Elite Traveler						
Elite Traveler	Luxury Homes Feature		\$ 4,500.00		\$ 4,500.00	557,000
Financial Times						
Financial Times	Quadruple Property Spot	\$ 3,000.00			\$ 3,000.00	210,457
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	420,914
The Los Angeles Times						
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00		\$ 1,320.00	768,000
Le Figaro						
Full Page Advertorial	Full Page Advertorial	\$ 3,000.00			\$ 3,000.00	50,000
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00		\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	495,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

The New York Times International Edition					
The New York Times International Edition	Quadruple Property Spot	\$ 2,600.00		\$ 2,600.00	104,301
Ocean Home					
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00	70,000
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	65,000
Simply Abu Dhabi					
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00	\$ 7,500.00	10,000
The Wall Street Journal					
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade		\$ 1,590.00	\$ 1,590.00	1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00		\$ 3,180.00	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00	\$ 1,985.00	100,000
TOTAL				\$ 181,810.00	11,152,871

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3

Media	Ad Description	April	May	June	July	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page		\$ 2,630.00			\$ 2,630.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter		\$ 2,585.00			\$ 2,585.00	770,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00		\$ 6,000.00	300,000
Display	Digital Banner Program	\$ 200.00	\$ 2,000.00	\$ 2,000.00		\$ 4,200.00	450,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00	60,000
Billionaire							
Billionaire	Custom Content + E-Newsletter	\$ 4,500.00				\$ 4,500.00	50,000
Conde Nast UK							
Conde Nast UK	Instagram Post	\$ 2,750.00				\$ 2,750.00	200,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery	\$ 2,950.00				\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00			\$ 3,000.00	60,000
Country Life							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Dezeen							
Instagram Targeted Post			\$ 4,000.00			\$ 4,000.00	
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
JamesEdition							
New & Trending Home Page Position	Featured Spot	\$ 1,200.00				\$ 1,200.00	750,000
New & Trending Real Estate Position	Featured Spot		\$ 1,000.00			\$ 1,000.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature	\$ 1,800.00		\$ 1,800.00		\$ 3,600.00	296,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

LA Times							
Custom Email	Custom Email	\$ 1,750.00			\$ 1,750.00		30,000
Le Figaro							
Web Advertorial + Ad Campaign	Article, Sponsored Social Posts, email, native campaign	\$ 4,850.00			\$ 4,850.00		
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00			\$ 1,100.00		
Ocean Home							
Custom E-Mail	Custom E-Mail	\$ 2,750.00			\$ 2,750.00		22,000
Instagram Post	Instagram Post		\$ 800.00		\$ 800.00		21,800
Robbreport.com							
Robbreport.com	Real Estate Newsletter - 3 Sends		\$ 4,125.00		\$ 4,125.00		60,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$ 1,875.00	\$ 1,875.00		6,000
Simply Abu Dhabi							
Instagram Post	Instagram Post (2 Post Minimum)	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 4,050.00		76,800
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00		492,000
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00		17,000
Mansion Global Instagram	Mansion Global Instagram	\$ 2,000.00			\$ 2,000.00		76,200
Yachting E-Newsletter							
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00		76,800

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Billionaire Magazine						
Billionaire Magazine	Full Page		\$ 8,125.00	\$ 8,125.00	14,791	
Boat International						
US National issue	Full Page + E-Newsletter		\$ 5,100.00	\$ 5,100.00	25,600	
International issue	Full Page + E-Newsletter		\$ 5,100.00	\$ 5,100.00	12,925	
Country Life						
Country Life	Full Page		\$ 3,000.00	\$ 3,000.00	40,000	
Dupont Registry						
Dupont Registry	Editorial Full Page		\$ 3,000.00	\$ 3,000.00	35,000	
Elite Traveler						
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000	
Financial Times						
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00 \$ 1,500.00	\$ 4,500.00	631,371
The Los Angeles Times						
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	\$ 1,320.00	768,000	
Le Figaro						
Full Page	Full Page		\$ 2,500.00	\$ 2,500.00	50,000	
The New York Times						
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111	
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00	495,000
The New York Times International Edition						
The New York Times International Edition	Double Property Spot	\$ 1,300.00		\$ 1,300.00	104,301	

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Ocean Home						
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00		70,000
Private Air Luxury Homes						
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00		65,000
Simply Abu Dhabi						
Simply Abu Dhabi	Double Page Spread + 2 Instagram Posts		\$ 7,500.00	\$ 7,500.00		10,000
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 4,770.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00	\$ 1,985.00		100,000
TOTAL				\$ 143,330.00		10,436,971

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change